## FY2022 Snapshot

<table>
<thead>
<tr>
<th>Category</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors to the Museum</td>
<td>670,529</td>
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<tr>
<td>Attendees at off-site programs</td>
<td>29,628</td>
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<tr>
<td>WhyNAUTS participants</td>
<td>42,579</td>
</tr>
<tr>
<td>Field trips</td>
<td>1,187</td>
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<tr>
<td>Volunteer hours</td>
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<tr>
<td>Member households</td>
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<tr>
<td>$1 community partners tickets</td>
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<tr>
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<td>Field trip attendees</td>
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<td>Tech truck participants</td>
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<tr>
<td>Community partners member households</td>
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<tr>
<td>Thursdays on Tap attendees</td>
<td>19,299</td>
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</table>
Ten years ago, the Perot Museum of Nature and Science opened its doors to the public and embarked on a journey that would see it become one of the most visited and beloved destinations in North Texas. Through our in-person museum experience, online and digital engagement, and extensive community outreach programs, the Perot Museum has had the privilege of inspiring over 10 million minds.

To celebrate this momentous milestone in 2022, the Perot Museum created a series of ten community-based experiences designed to amplify our belief that STEM is for everyone, everywhere. As one example, with the help of our community partner organizations, for the first time in our ten-year history, we were able to take our summer Discovery Camps on the road and offer free pop-up STEM camps in traditionally underserved neighborhoods. We also partnered with DISD to do an all-day takeover of Solar Preparatory School for Girls, helping to dispel the long-held myth that STEM career opportunities are only reserved for boys.

As you’ll read about in more detail in this year’s report, the Perot Museum is driven to discover new and innovative ways to reach and inspire audiences that may not have had the opportunity or means to visit us yet, or that believe STEM is not relevant to them and their futures (hint: it is!). From a revamped Speed Wall that features both Super Bowl MVP Patrick Mahomes and Paralympian Élodie Tessier, to UT Southwestern pediatric residents “prescribing the Perot,” to a week of free TECH Truck activities in Klyde Warren Park during spring break, the Perot Museum is dedicated to ensuring no one gets left behind or left out. It’s so important that it’s worth repeating: STEM is for everyone, everywhere.

It’s been a wonderful ten years, and we couldn’t have done it without the support of our members, our community, our City, our staff and volunteers, and people like you who share our vision and commitment to STEM. But to borrow a famous line, we’re just getting started. The Perot Museum is always listening, always learning, and always evolving. As a result, the next several years will see us double down on our commitment to our community, executing a bold and ambitious plan that will dramatically expand our reach and deepen our impact. The future, much like the minds we seek to inspire, is full of limitless possibilities that can empower our community and fuel the next generation of problem-solvers and game-changers. We can’t wait.

DEAR FRIENDS,

DR. LINDA SILVER
Eugene McDermott Chief Executive Officer

DAVID CORRIGAN
2022 Chair, Board of Directors

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2022 BOARD OF DIRECTORS

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Nancy Perot
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Meghna Sharma
Sachin Shroff
Earl Simpkins
Nicole Small
Marlene Sughrue
Sharon Tindell
Daniel Tobey
Robert Vaughn
Bill Wade
Kelvin Walker
Jacob Walter
Abby Williams

2022 Impact Report | 4
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>FY2022 Snapshot</td>
</tr>
<tr>
<td>4</td>
<td>Letter from Leadership</td>
</tr>
<tr>
<td>6</td>
<td>10 Years of Wonder</td>
</tr>
<tr>
<td>8</td>
<td>STEM Everywhere</td>
</tr>
<tr>
<td>10</td>
<td>Change Starts Here</td>
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<tr>
<td>12</td>
<td>Opening Doors</td>
</tr>
<tr>
<td>14</td>
<td>Visitor Experience</td>
</tr>
<tr>
<td>16</td>
<td>Everyday Discovery</td>
</tr>
<tr>
<td>18</td>
<td>The Shape of Matter</td>
</tr>
<tr>
<td>19</td>
<td>Envisioning Our Future</td>
</tr>
<tr>
<td>20</td>
<td>Fiscal Year 2022 Financials</td>
</tr>
<tr>
<td>22</td>
<td>Thank You to Our Donors</td>
</tr>
</tbody>
</table>
Fiscal Year 2022 (FY2022) marked the completion of the first remarkable decade of the Perot Museum of Nature and Science — 10 years of inspiring minds to ask more questions, make more discoveries, and experience science and nature in extraordinary ways.

Throughout the year, we celebrated this special milestone with 10 key community impact initiatives to recognize the critical science, technology, engineering, and math pillars that have become synonymous with the Perot Museum since its opening in 2012. Having inspired more than 10 million minds since our inception, we continue to build on our mission as we deliver STEM learning experiences to all communities, both in the Museum and beyond its walls.

Just like our visitors, we, too, have learned a lot in the past 10 years, and we are using that knowledge to create learning opportunities that reach a wider audience and achieve more meaningful outcomes. Through constructive dialogue with our community, we have identified critical needs that the Perot Museum is well equipped to meet, and in response, have made great strides to increase access to Museum experiences and activities, advocate for greater STEM support in our schools, and better serve new audiences and visitors. The need for informal STEM learning experiences is greater than ever, and the Perot Museum stands ready to deliver.
Throughout FY2022, our primary focus was on increasing community connection by expanding educational services and partnerships with communities currently underrepresented in the Museum’s visitorship. We are committed to the idea that museums are for everyone while recognizing that visitor engagement hasn’t fully mirrored our community in the past. Examining this disparity revealed several reasons: transportation challenges, admission cost barriers, and the fact that people unfamiliar with museums often feel uncomfortable or unwelcome. We are dedicated to removing each and every one of these barriers with opportunities like expanding off-site outreach, improving on-site inclusivity, and providing additional financial aid to ensure that cost is never a reason to miss out on visiting the Museum.
STEM isn’t just found within the walls of the Museum. This year, in partnership with Children’s Health, we brought our summer Discovery Camp out into the community to places like Cityscape Schools and For Oak Cliff. Our fleet of TECH Trucks, fully outfitted mobile maker spaces, hosted free pop-up Discovery Camps that connected children with engaging STEM experiences from which they could adopt new skills, explore careers, and use cutting-edge technology. We want all children in North Texas to know that STEM career opportunities exist for them.

Our friendly neighbors at Klyde Warren Park also marked their 10th anniversary last year, and over spring break, we celebrated together. Continuing our efforts to bring free, accessible STEM learning to students outside of the classroom, our TECH Trucks provided Perot in the Park. Kids and adults from across Dallas engaged in free, hands-on, STEM-themed activities throughout the week. In recognition of National Pi Day, children from Catholic Charities of Dallas participated in dynamic math and science projects including 3D printing, building and designing derby cars with LEGO, and exploring the concept of pi.

Our first-of-its-kind partnership with UT Southwestern Medical Center connected pediatric patients with free annual memberships to the Museum. Recognizing that an active, healthy, inspired mind is important to the health and well-being of patients and their families, Prescribe the Perot empowers pediatric residents to “prescribe” memberships to new audiences in need of a dose of STEM. Giving these families the opportunity to experience the Museum helps carry our mission forward in a new and exciting way.
Though our region has a thriving STEM industry projected to grow faster in the coming years than any other place in the country, regional test scores indicate our students are not fully prepared to realize the opportunities ahead. Exposure to hands-on STEM education and informal learning experiences are essential stepping stones needed to access the workforce opportunities of the future. As a trusted bridge-builder between formal and informal science education, the Perot Museum is uniquely positioned to fill these critical education gaps. Further, to keep Dallas as a leading destination for global STEM company relocations, we have a responsibility to build a pipeline of educated youth interested in STEM careers. It is especially important for historically under-resourced communities in North Texas to have access to the transformative STEM career paths.

A GAME-CHANGING FIELD TRIP

Students from Dallas ISD’s Sarah Zumwalt Middle School visited the Perot Museum for a field trip last April with some very special guests — our 10th-Anniversary co-chairs Jessica and Dirk Nowitzki. The Museum’s TECH Trucks demonstrated how we bring innovative learning activities into communities to provide access to STEM for everyone. The Nowitzkis joined students in three basketball-themed activities: designing high-performing athletic shoes, constructing a mini pop-a-shot game, and building a mechanical mini-basketball launcher to shoot three-pointers on a scaled-down court. The couple’s encouraging presence showed students that with education, anything is possible.
STEM-related jobs in Texas are growing at a rate that is two times greater than the national average, yet many companies report local labor shortages. The need to support STEM learning is urgent, and to advocate for this support, we hosted a roundtable breakfast for 50 community leaders, moderated by Katrice Hardy, executive editor of The Dallas Morning News. This group agreed on the following key priorities for devoting greater resources to STEM education:

- **Communication and Family**: STEM education and exposure involve not only children, but also their families.

- **Exposure and Access**: Removing barriers like access to transportation is pivotal to increased exposure to STEM experiences. Expanding digital resources will also make a difference in exposing all youth to STEM opportunities. We need STEM everywhere – both online and within communities that have had historically restricted access.

- **Supporting Schools**: As educators recover from the pandemic, resources are critical; however, informal STEM education outside of school is also essential.

- **Community**: This meeting was a successful first step in increased collaboration and the ability to leverage the resources we already have that are often overlooked or underutilized. We plan to continue the conversation.

The next generation of STEM innovators will include more women and girls than ever before – this was the focus of our STEM Extravaganza in the fall of 2022 when the Perot Museum took over Solar Preparatory School for Girls. The day was filled with exciting STEM experiments and activities, including a special instructor, Women's NCAA Basketball Champion Arike Ogunbowale of the WNBA's Dallas Wings, who demonstrated how STEM principles apply to basketball.

This extravaganza engaged the school’s 750 students in partnership with volunteers from 23 North Texas companies, demonstrating that girls belong in any field – whether it be science, math, or sports.
To activate the Museum in the most welcoming way, we are tapping into its potential like never before. Our entire 7.5-acre campus represents a powerful opportunity to integrate the Museum into the fabric of the rapidly growing Victory Park neighborhood. We are creatively using this space to provide new interactions and experiences for our visitors, and have even bigger plans to reshape and extend the ways visitors can access and engage with the Museum.
10 MILLION MINDS INSPIRED

10 years and over 10 million minds inspired ... this milestone could only be celebrated one way – with a free, all-access, family-friendly birthday party. Our year full of celebrations culminated in a special event dubbed “A Celebration of 10 Million Minds Inspired.” Almost 7,000 community members enjoyed activities across the entire Museum campus, including ice skating, outdoor fun, live music, designing birthday hats, creating circuit birthday cards, learning from UT Southwestern's pediatric residents at a teddy bear clinic, and more. Each attendee celebrated with free birthday cupcakes from Kroger. This event celebrated not only the impact the Museum has had on the community, but also the impact this community has had on us.

10TH ANNIVERSARY CHAIRS
Jessica and Dirk Nowitzki

10TH ANNIVERSARY HONORARY CHAIRS
Lyda Hill

The Hoglund Family
Sally and Forrest Hoglund
Kelly Compton and DeWitt McCarter
Shelly and Michael Dee
Kristy Robinson

The Perot Family
Margot Perot
Suzanne and Patrick McGee
Nancy Perot and Rod Jones
Sarah and Ross Perot, Jr.
Carolyn and Karl Rathjen
Katherine and Eric Reeves
Jan and Trevor Rees-Jones

A CELEBRATION OF 10 MILLION MINDS INSPIRED COMMITTEE
Forrest Compton
Laura Lee Compton
Christopher Dee
David Dee
Diana Dee
Matthew Dee
Kate Flanagan
Meredith and Robert Garvey
Cameron McGee
Eliza and William McGee
Margot McGee
Mattie and Patrick McGee
Rachel and Angus Mitchell
Ben Mulford

Clayton Mulford
Price Mulford
Tori and Ross Mulford
Hill Perot
Hunter Perot
Sarah Catherine Perot
Henry Rathjen
Jenny and Trevor Rees-Jones
Margaret and David Rees-Jones
Stuart Reeves
Bennett Robinson
Tori Robinson
Tucker Robinson
Recognizing that first-time experiences are profoundly important, we are dedicated to better serving our visitors and making the Museum more welcoming to diverse audiences.
A PLACE FOR EVERYONE

As we race toward the future, we are bringing everyone with us. Our efforts to mirror our region’s beautifully diverse community were highlighted in the unveiling of the revamped Speed Wall in the Lamar Hunt Family Sports Hall. The Speed Wall gives visitors the chance to test their speed against several champion athletes, now including Kansas City Chiefs Quarterback Patrick Mahomes, WNBA Guard Moriah Jefferson, FC Dallas Midfielder Paxton Pomykal, Olympic Sprinter Ronnie Baker Jr., Paralympian Élodie Tessier, and cross country champion runner Natalie Cook. We want every visitor to be able to see themselves represented and know they, too, can accomplish great things.

BECOMING JANE

If you can see it, you can be it — that was our motivation to present Becoming Jane: The Evolution of Dr. Jane Goodall, to the North Texas community. A woman ahead of her time, Dr. Goodall’s story — one of fearless determination, curiosity, the pursuit of knowledge, and a passionate love of the natural world — has resonated with generations of people around the globe. The exhibit explored Dr. Goodall’s life, including growing up in a relatively poor family and fighting for her passion in a male-dominated scientific field. To celebrate this role model, students from Hamilton Park Pacesetter Magnet School came to the Museum for a special preview of the exhibit that featured a live Q&A with Dr. Goodall herself. Dr. Goodall’s unprecedented accomplishments and bold tenacity impacted visitors of all backgrounds.

NIGHT AT THE MUSEUM

Our annual Night at the Museum is the time we truly get to celebrate our accomplishments together. Our 10th Anniversary Night at the Museum was no exception, with fun entertainment, delicious food, and interactive STEM-inspired activities. With the leadership of our co-chairs Jessica and Dirk Nowitzki, we exceeded our anniversary goal, raising $14 million to continue inspiring minds and sparking curiosity for decades to come.
Our paleontologists continue exciting scientific work inside and beyond the Museum’s walls. At the Paleo Lab on our 4th floor, visitors get an insider’s look at live research and fossil preparation. In the field, Perot Museum scientists connect the past to the present by solving some of the mysteries of Earth’s history with new discoveries.

When a local hiker discovered a prehistoric vertebra near the North Sulphur River one afternoon last spring, our paleontologists identified and unearthed the Late Cretaceous creature. The fossils belonged to a mosasaur, a 30-foot swimming lizard that was a top predator in once-underwater North Texas. Perot Museum experts, in partnership with the Upper Trinity Regional Water District, unearthed several mosasaur bones in a delicate excavation process. The extraction also revealed more mosasaur skeletons in the same area. They will now compare the bones to other skeletons to see how the animal evolved over time. The fossils also present an exceptional opportunity to reveal more about what life was like in our region 80 million years ago.
Visitors can now step into the shoes of a paleontologist at the Museum through an augmented reality experience, developed in partnership with Ericsson. The immersive Fossil Hunt mobile app guides visitors through a prehistoric mystery, allowing anyone with a phone or tablet to become an explorer. This is an especially exciting feature for our young visitors. By putting scientific discovery in the hands of every student, we hope to spark a lifelong love of STEM.
The works of internationally renowned jewelry designer Paula Crevoshay have captivated hearts for decades, from jewelry connoisseurs to celebrities and amateur gem buffs. Our exhibition of Crevoshay’s works in FY2022 provided an innovative look at how nature and art intersect. *The Shape of Matter — Through An Artist’s Eye* included 70 pieces alongside loose gems and minerals, all displayed within their respective crystal systems. On view in the *Lyda Hill Gems and Minerals Hall*, the exhibit included the Museum debut of Sea Star (spinel, sapphire, ruby, and amethyst). The mesmerizing beauty of the jewelry and gems was presented within their scientific context — adding an educational layer of appreciation for visitors.
Our reflection on 10 years of bringing science, nature, and wonder to the North Texas community concludes by looking at what the next decade might bring. The Museum’s first decade was focused on launching and building a world-class, prominent civic institution that has become North Texas’s premier STEM-learning provider. Going forward, the Museum’s next decade will be defined by expanding access and growing impact beyond our walls to share resources and inspiration throughout North Texas. We have listened to our community’s needs and seen how the population has and will continue to change. Because of this ongoing learning, our top priorities are increasing accessibility through our programs; deeply and responsively connecting to under-served populations; and making the Perot Museum experience more welcoming, inspiring, and impactful for all.
# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

**AS OF 9/30/2022**

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<td>Accounts Receivable</td>
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<td>Contributions Receivable, Net</td>
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<td>Prepaid Expenses</td>
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<td>Property and Equipment, Net of Depreciation</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$176,443,985</strong></td>
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<th>LIABILITIES AND NET ASSETS</th>
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<td>Accounts Payable and Accrued Expenses</td>
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<td>Unearned Revenues</td>
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<td><strong>Total Liabilities</strong></td>
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<table>
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<th>NET ASSETS</th>
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<tr>
<td>Without Donor Restrictions</td>
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<tr>
<td>With Donor Restrictions</td>
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<td><strong>Total Net Assets</strong></td>
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| Total Liabilities and Net Assets | **$176,443,985** |

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<tr>
<th>ENDOWMENT</th>
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<tr>
<td><strong>$26,312,054</strong></td>
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</table>
STATEMENT OF ACTIVITIES
AS OF 9/30/2022

EARNED REVENUES
Admission Fees .................................................................. $8,032,190 30%
Theater .............................................................................. $863,979 3%
Membership ...................................................................... $562,260 2%
Education Program Fees ..................................................... $862,999 3%
Ancillary .......................................................................... $3,110,294 12%
Total Earned Revenues ...................................................... $13,431,722 50.5%

CONTRIBUTED REVENUES
Gifts and Grants ................................................................... $14,305,784 54%
The City of Dallas ............................................................... $781,589 3%
In-Kind .............................................................................. $75,727 0%
Special Events .................................................................... $1,922,490 7%
Total Contributed Revenues .............................................. $17,085,590 64.3%

Investment Income/(Loss) .................................................... -$3,945,887 -14.85%
Total Revenues and Support .............................................. $26,571,425 100%

EXPENSES
Facilities ............................................................................. $6,065,801 31%
General and Administration .............................................. $1,674,714 9%
Fundraising ........................................................................ $2,575,949 13%
Exhibitions ......................................................................... $3,786,881 19%
Education ........................................................................... $4,222,430 22%
Scientific Activities .............................................................. $1,032,574 5%
Theater Operations ............................................................... $267,153 1%
Total Expenses ................................................................... $19,625,502 100%

Depreciation/Amortization ................................................... $8,716,582
Change in Net Assets ......................................................... -$1,770,659
We gratefully recognize our generous supporters, who invested in our mission to inspire minds through nature and science and contributed over $1,000 as part of our 10th Anniversary Celebration (October 1, 2021 - December 31, 2022).

$500,000 AND ABOVE
NANCY AND RANDY BEST
CITY OF DALLAS, OFFICE OF ARTS AND CULTURE
LYDIA HILL PHILANTHROPIES
THE HOGG FUNDATION
SALLY AND FORREST HOGG
KELLY COMPTON
SHELLY DEE
KRISTY ROBINSON
LAMAR HUNT FAMILY
NORMA HUNT
RITA AND LAMAR HUNT, JR.
SHARRON HUNT
TAVIA AND CLARK HUNT
TONI AND DAN HUNT
PEROT FOUNDATION
MARGOT PEROT
PEROT FOUNDATION
TONI AND DAN HUNT
TAVIA AND CLARK HUNT
SHARRON HUNT
RITA AND LAMAR HUNT, JR.
SHARRON HUNT
TAVIA AND CLARK HUNT
TONI AND DAN HUNT
PEROT FOUNDATION
MARGOT PEROT
PEROT FOUNDATION
TONI AND DAN HUNT
TAVIA AND CLARK HUNT
SHARRON HUNT
RITA AND LAMAR HUNT, JR.

$250,000 TO $499,999
ANONYMOUS
LOCKHEED MARTIN
THE EUGENE MCDERMOTT FOUNDATION
NEPXON
TEXAS INSTRUMENTS, INC.
WOLFGANG PUCK CATERING AND EVENTS, LLC

$100,000 TO $249,999
THE ADDY FOUNDATION
AMERICAN AIRLINES
BALFOUR BEATTY CONSTRUCTION
CHILDREN’S HEALTH INSTITUTE
MUSEUM AND LIBRARY SERVICES
GENE AND JERRY JONES FAMILY FOUNDATION
CHARLOTTE JONES
GENE AND JERRY JONES
NATIONAL SCIENCE FOUNDATION
STEPHEN M. SEAY FOUNDATION
TOYOTA MOTOR NORTH AMERICA, INC.

$50,000 TO $99,999
ANONYMOUS
THE LOUIS L. BORICK FOUNDATION
DAVID M. CROWLEY FOUNDATION
NANCY PEROT AND ROD JONES
KOSMOS ENERGY, LLC
KRUGER

$15,000 TO $24,999
SUSAN SHERRER
THE ROSEWOOD CORPORATION
NICOLE AND JUSTIN SMALL
SHARON AND KIP TINDELL

$25,000 TO $49,999
ANONYMOUS
ATMOS ENERGY CORPORATION
CELIA AND GARRETT BOONE
CHARLES SCHWAB & CO., INC.
COMMUNITY BEER
ANNE DAVIDSON
PILAR AND LEE DAVIES
GENON
ALFRED AND KATHRYN GILMAN
FAMILY GIVING FUND
GOLDMAN SACHS & CO.
JAMES AND GAYLE HALPERIN FOUNDATION
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MARGUERITE HOFFMAN
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JPMORGAN CHASE & CO.
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NANCY CAIN MARCUS
PWC
KATHERINE AND BOB PENN
PPG FOUNDATION
PNC
SUSAN AND BILL MONTGOMERY FOUNDATION
TALYN ESPIRITU

$10,000 TO $14,999
GEORGE AND FAY YOUNG FOUNDATION
TURNINGPOINT FOUNDATION
SEWELL AUTOMOTIVE COMPANIES
SEALARK FOUNDATION
AND ERIC REEVES
CAROLYN AND KARL RATHJEN
KATHERINE AND MICHAEL PHILLIPS
BRITAIN
PETROCAP , LLC/KATE AND LANE
SARAH AND ROSS PEROT, JR.
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GOLDMAN SACHS GIVES
JUDY AND ROY GURLEY
HAYNES BOONE
ANN AND LEE HOBSON
THE HOCKADAY SCHOOL
THE MEN AND WOMEN OF HUNT CONSOLIDATED, INC.
MARIA CRISTINA AND JAMES JARAMILLO
JESSICA ANDREW PAT KATIGAN
TALENE AND HAGOP KOZANIAN
TOM AND CHARLENE MARSH FAMILY FOUNDATION
SUSAN AND BILL MONTGOMERY
RUTH Mutch
DOROTHY AND JOHN O'DWYER
RAISING CANE’S SAPPHIRE FOUNDATION
SPEEDWAY CHILDREN’S CHARITIES
UNION PACIFIC RAILROAD COMPANY
ROBERT C. AND FALLON B. VAUGHN
VISITDALLAS
THE GUARDIAN FOUNDATION
DALLAS AND BODDY WEAVER FOUNDATION
DAWN AND DAVID ZIERK

$5,000 TO $9,999
ANONYMOUS
SUSIE AND JOHN ADAMS
ALDI
JENNIFER AND JOHN ADAMS
BAUFINCAMP COMPANY
BANK OF TEXAS
FRANCIS AND BRANDEN BARRON
CAROLYN AND KEN BARTH
THE BECK GROUP
YASMIN AND VIK BHATIA
BARBARA AND BOB BIGHAM
BLACKBAUD, INC.
BNT MELLON WEALTH MANAGEMENT
AMBER VENZ BOX AND BAXTER BOX
MASON BROWN FAMILY FOUNDATION
URNS & MCDONNELL FOUNDATION
VERONICA AND MARK CARTWRIGHT
BELA AND CHASE COLEY
SHERI AND ALAN DARBY
THE DENKER FOUNDATION
ANNE AND MIKE DUFFY
ECOLAB
BETSY AND RICHARD EISEMAN
LAURA AND WALTER ELCOCK

2022 Impact Report | 22
INSPIRING MINDS THROUGH NATURE AND SCIENCE

perotmuseum.org

2201 N. Field Street | Dallas, TX 75201